

Claim Amendment Sheet

What is claimed is:

1. (Currently Amended) An improved Internet Directory System, comprising:

at least one upper-level Directory Provider (DP), providing a directory ~~of~~organized by at  
5 least upper-level fields and/or super-categories and categories, and referencing ~~a plurality~~hundreds of  
independently owned (from each other and from the Directory Provider) for-profit Category Directory  
Websites (CDWs) related to the categories;

the ~~plurality~~hundreds of CDWs each providing at least a lower level directory  
comprehensively referencing viable websites (WSs) relating to a category;

10 the CDWs being identified as Category Directory Websites participating in the System  
by at least a mark or a URL portion; and

a business model imposed on at least the CDWs, including standards of operation of  
comprehensiveness and up-to-dateness.

2. (Currently Amended) The System of claim 1 wherein the ~~business model includes standards  
of operation imposed on the plurality of CDWs by~~ are identified as participating in the System by a URL  
portion.

3. (Currently Amended) The System of claim ~~2~~1 wherein a standard of operation includes  
professional management.

4. (Currently Amended) The System of claim 2 wherein ~~a standard of operation includes  
organization and comprehensiveness~~ the URL portion includes a TLD.

5. (Currently Amended) The System of claim ~~2~~1 wherein a standard of operation includes ~~up-  
to-dateness~~ a comprehensive listing of viable websites (WSs) related to the category for no charge.

6. (Currently Amended) The System of claim ~~2~~1 wherein a standard of operation, imposed on  
at least a subset of CDWs, includes a CDW offering web sites at least one of an option to move to a  
25 secure site to negotiate a purchase and an organization of pertinent comparative data on a subject within  
the category.

7. (Original) The System of claim 1 wherein the business model includes charging at least some  
WSs for being referenced.

8. (Previously Presented) The System of claim 1 wherein the business model includes at least  
30 some WSs being charged for at least one service offered by a CDW.

9. (Original) The System of claim 1 wherein the business model includes a participating CDW  
providing advertising space on its site.

10. (Previously Presented) The System of claim 1 wherein the business model includes a CDW  
promoting, by advertising, at least one of its referenced websites.

5           11. (Original) The System of claim 1 wherein the business model includes at least one advertising/promotion firm that provides advertising/promotion for a category and/or a CDW site substantially in return for advertising space on a CDW site.

          12. (Original) The System of claim 1 wherein the business model includes offering web page enhancement services at a volume discount.

10           13. (Original) The System of claim 1 wherein the business model includes substantially funding operation of a CDW by payments from WSs.

          14. (Currently Amended) The System of claim 1 wherein the business model includes selection of categories by CDWs large enough to support a ~~website~~ Category Directory Website and small enough to be managed according to the business plan.

15           15. (Previously Presented) The System of claim 1 wherein the business model includes contracting by at least one DP with a plurality of CDWs to secure a comprehensive listing of CDWs.

          16. (Currently Amended) The System of claim 1 wherein the URL portion ~~comprises~~ consists essentially of a TLD.

          17. (Previously Presented) The System of claim 16 wherein the URL portion comprises a TLD  
20           unique to CDWs in the system.

          18. (Currently Amended) The System of claim 1 wherein the business model includes at least ~~one cutting edge~~ website enhancement technology cost effectively offered to appropriate referenced WSs.

          19. (Currently Amended) The System of claim 1 wherein the ~~plurality includes hundreds~~ CDW's provide a comprehensive reference to WSs without charge to the WSs.

25           20. (Original) The System of claim 1 wherein the Directory Provider comprises an ISP or Search Engine.

          21. (Currently Amended) The System of claim 1 wherein 1) the category and 2) at least one field and/or super-category are both more than simply ~~geographic~~ an indicator of city, state, region or nation.

          22. (Currently Amended) A method for providing an Internet Directory System, comprising:  
30           organizing an independent for-profit directory website to comprehensively reference viable websites within a category;

          participating in an Internet Directory System by said directory website by contracting to be referenced as one of a ~~plurality-hundreds~~ of Category Directory Websites (CDW) on at least one independent upper-level Directory Provider's (DP) upper-level directory of at least fields and/or super-categories and categories, the upper-level directory referencing the CDWs;

35           adopting a URL portion or a mark identifying said directory website as a participating Category Directory Website; and

          abiding by a System business model imposed on said Category Directory Websites including operational standards of comprehensiveness and up-to-dateness.

5           23. (Currently Amended) The method of claim 22 wherein the ~~business model includes standards of operation~~ upper level directory references consist essentially of CDWs.

          24. (Currently Amended) The method of claim 22 wherein the adopting includes adopting a URL portion ~~comprises a TLD.~~

10           25. (Currently Amended) The method of claim ~~22-24~~ wherein the URL portion comprises a TLD unique to CDWs in the system.

          26. (Currently Amended) The method of claim 22 wherein the business model includes offering at least ~~one cutting edge~~ website enhancement technology cost effectively to appropriate referenced WSs.

15           27. (Currently Amended) The method of claim ~~23-22~~ wherein a standard of operation includes professional management.

          28. (Currently Amended) The method of claim ~~23-22~~ wherein a standard of operation includes at organization and comprehensiveness providing a comprehensive reference to viable websites without charge.

20           29. (Currently Amended) The method of claim ~~23-22~~ wherein ~~a standard of operation includes up to dateness~~ the hundreds include thousands.

          30. (Previously Presented) The method of claim 22 wherein the business model includes providing advertising space on a CDW site.

          31. (Previously Presented) The method of claim 22 wherein the business model includes promoting at least one site by advertising.

25           32. (Previously Presented) The method of claim 22 wherein the Directory Provider includes an ISP and/or a Search Engine.

          33. (Previously Presented) The method of claim 22 wherein the business model includes providing advertising promotion for a CDW site in return for receiving advertising space on a CDW site.

30           34. (Previously Presented) The method of claim 22 wherein the business model includes, for at least a subset of CDWs, offering web sites at least one of an option to move to a secure site to negotiate a purchase and an organization of pertinent comparative data on a subject within the category.

          35. (Previously Presented) The method of claim 22 wherein the business model includes charging at least some websites for at least one service such that a profit is made.

35           36. (Currently Amended) The method of claim 22 wherein (1) the category and (2) at least one field and/or super-category are both more than simply ~~geographic~~ indicators of city, state, region or nation.

          37. (Previously Presented) The system of claim 1 wherein the business model includes minimal standards for websites to be included in a directory, for updating website references including adding

5 new websites and for deleting no longer viable websites and standards for certain quality of presentation for participating websites.

38. (Currently Amended) The system of claim 1 wherein the business model includes the CDW being substantially funded through an offer of enhanced listings and value added services, including ~~cutting edge website enhancement~~ technology where appropriate, to ~~web sites~~ websites, such services  
10 tailored to a category and specifically designed to attract and retain viewers.

39. (Currently Amended) The method of claim 22 that includes the upper level fields and/or super-categories and categories being organized to contain CDWs which pay the DP to be listed in one or more fields, the fee based on a number of web pages hosted or linked to the CDW.

40. (Previously Presented) The method of claim 22 that includes the CDWs contracting with an  
15 advertising/promotion firm for design, marketing and/or promotional services to be provided at no cost to the CDW while the advertising/promotional firm sells advertising spots on the CDW and collects the revenue generated.

41. (Currently Amended) The system of claim ~~19-1~~ wherein the ~~plurality~~ hundreds includes thousands.

20 42. (Previously Presented) The method of claim 22 that includes the CDWs providing lists of business and/or web pages within their category and organizing those lists into sub-categories.